

**What is claimed is:**

1. A computer-implemented method for delivering a customized Internet  
5 document to a client, the method comprising:  
identifying a fixed portion and a variable portion of a customizable document;  
isolating the variable portion of the customizable document;  
storing a plurality of customized versions of the variable portion of the  
customizable document;  
10 in response to a request issued by the client, selecting at least one of the plurality  
of customized versions as a function of at least one of a language and a location  
attributable to the client;  
generating the customized Internet document by combining the fixed portion and  
the selected at least one of the plurality of customized versions; and  
15 transmitting the customized Internet document to the client.

2. The method of claim 1, wherein the customized document is HTML  
encoded.

3. A computer-implemented method for delivering a customized electronic  
20 mail message to a client, the method comprising:  
identifying a fixed portion and a variable portion of a customizable document;  
isolating the variable portion of the customizable document;  
storing a plurality of customized versions of the variable portion of the  
25 customizable document;  
in response to a request issued by the client, generating a plurality of message  
components as a function of the fixed portion and at least one selected customized  
version;  
encoding the plurality of message components as the customized electronic mail  
30 message; and  
transmitting the customized electronic mail message to the client.

4. The method of claim 3, further comprising receiving at least one of a message type indicator, a message language indicator, a recipient electronic mail address, and custom data in a UTF-8 format.

5. The method of claim 4, further comprising:  
storing a plurality of fixed portions of a plurality of documents;  
selecting one of the plurality of fixed portions as a function of the message type indicator and the message language indicator; and  
generating the customized document by combining the selected fixed portion with the selected customized version.

6. The method of claim 4, further comprising converting the custom data into a DBCS format.

7. The method of claim 3, wherein the plurality of message components comprises at least one of a sender electronic mail address, a recipient electronic mail address, a subject header, and a message body.

8. The method of claim 7, further comprising, in response to identifying the recipient electronic mail address as a distribution list,  
determining a plurality of electronic mail addresses constituting the distribution list; and  
generating a distinct electronic mail message for each of the determined electronic mail addresses.

9. The method of claim 7, further comprising, in response to identifying the recipient electronic mail address as a distribution list,  
determining a plurality of electronic mail addresses constituting the distribution list; and

generating an electronic mail message having the plurality of electronic mail addresses associated therewith.

10. The method of claim 7, further comprising encoding the plurality of message components using a MIME encoding technique.

11. The method of claim 10, further comprising encoding the plurality of message components by referencing a MIME OLE library.

12. The method of claim 10, further comprising:  
generating plain text and rich text versions of the message components; and  
encoding the plain text and rich text versions in the electronic mail message.

13. The method of claim 3, further comprising selecting an outbound server for delivering the customized electronic mail message according to a round-robin technique.

14. A computer-implemented method for delivering a customized World Wide Web (WWW) page to a client, the method comprising:

identifying a fixed portion and a variable portion of a customizable WWW page;  
isolating the variable portion of the customizable WWW page;  
storing a plurality of customized versions of the variable portion of the customizable WWW page in a directory hierarchy as a function of one or more characteristics of the customized versions;

in response to a request issued by the client, generating the customized WWW page by combining the fixed portion and the selected at least one of the plurality of customized versions; and

transmitting the customized WWW page to the client.

15. The method of claim 14, wherein isolating the variable portion of the customizable WWW page comprises:

extracting a plurality of string literals from the customizable WWW page; and  
storing the string literals as symbols.

16. The method of claim 14, wherein the customized versions are  
5 characterized by at least one of a language and a location.

17. The method of claim 16, further comprising:  
generating a plurality of encoded versions of each customized version, wherein  
the encoded versions represent DBCS, Unicode, and UTF-8 versions of a customized  
10 version; and  
storing the encoded versions in distinct subdirectories within the directory  
hierarchy.

18. The method of claim 14, further comprising receiving a client request  
15 including a DNS entry from the client.

19. The method of claim 18, further comprising:  
detecting the DNS entry; and  
selecting one of the customized versions of the variable portion as a function of  
20 the DNS entry.

20. A computer-implemented method for delivering a customized electronic  
mail message to a client, the method comprising:

receiving a message type indicator, a message language indicator, and custom  
25 data from the client;  
receiving a message template selected as a function of the message type indicator  
and the message language indicator;  
generating a plurality of message components by combining the message template  
with the custom data;  
30 encoding the message components as the customized electronic mail message;  
and

transmitting the customized electronic mail message to the client.

21. The method of claim 20, wherein the custom data is received in a UTF-8 format, further comprising converting the custom data to a DBCS format before  
5 combining the custom data with the message template.

22. The method of claim 20, further comprising displaying the customized electronic mail message before transmitting the customized electronic mail message to the client.

23. The method of claim 20, wherein the plurality of message components comprises at least one of a sender electronic mail address, a recipient electronic mail address, a subject header, and a message body.

24. The method of claim 23, further comprising, in response to identifying the recipient electronic mail address as a distribution list,  
determining a plurality of electronic mail addresses constituting the distribution list; and  
generating a distinct electronic mail message for each of the determined electronic  
20 mail addresses.

25. The method of claim 20, wherein the plurality of message components are encoded using a MIME encoding technique.

26. The method of claim 25, further comprising encoding the plurality of message components by referencing a MIME OLE library.

27. The method of claim 25, further comprising:  
generating a plain text version and a rich text version of the customized  
30 document; and  
encoding the plain text and rich text versions in the electronic mail message.

28. The method of claim 20, further comprising selecting an outbound server for delivering the electronic mail message according to a round-robin technique.

5 29. A computer-implemented method for generating localized versions of a localizable Internet document for delivery to a client, the method comprising:  
extracting a localizable portion of the localizable Internet document;  
storing localized versions of the localizable portion in a directory hierarchy;  
translating each localized version to a plurality of encoded versions; and  
10 storing the encoded versions in the directory hierarchy.

30. The method of claim 29, wherein extracting the localizable portion of the localizable Internet document comprises:  
extracting a plurality of string literals from the localizable document; and  
15 storing the string literals as symbols.

31. The method of claim 29, wherein the encoded versions represent DBCS, Unicode, and UTF-8 versions of the corresponding localized version.

20 32. A computer-implemented method for delivering a localized document to a client, the method comprising:  
storing a fixed portion of a localizable document and a plurality of localized versions of a variable portion of the localizable document;  
receiving a client request from the client, the client request including a DNS  
25 entry;  
detecting the DNS entry; and  
selecting one of the localized versions as a function of the DNS entry;  
generating the localized document by combining the fixed portion with the selected localized version; and  
30 delivering the localized document to the client.



storing a plurality of customized versions of the variable portion of the customizable Internet document;

in response to a request issued by the client, selecting at least one of the plurality of customized versions as a function of at least one of a language and a location attributable to the client;

generating a customized Internet document by combining the fixed portion and the selected at least one of the customized versions; and

transmitting the customized Internet document to a client.

38. The computer-readable medium of claim 37, wherein the customized document is HTML encoded.

39. A computer-readable medium having computer-executable instructions for:

identifying a fixed portion and a variable portion of a customizable document; isolating the variable portion of the customizable document; storing a plurality of customized versions of the variable portion of the customizable document;

in response to a request issued by a client, generating a plurality of message components as a function of the fixed portion and at least one selected customized version;

encoding the plurality of message components as the customized electronic mail message; and

transmitting the customized electronic mail message to the client.

40. The computer-readable medium of claim 39, having further computer-executable instructions for receiving at least one of a message type indicator, a message language indicator, a recipient electronic mail address, and custom data in a UTF-8 format.



41. The computer-readable medium of claim 40, having further computer-executable instructions for:  
storing a plurality of fixed portions of a plurality of documents;  
selecting one of the plurality of fixed portions as a function of the message type  
5 indicator and the message language indicator; and  
generating the customized document by combining the selected fixed portion with the selected customized version.

42. The computer-readable medium of claim 40, having further computer-executable instructions for converting the custom data into a DBCS format.

43. The computer-readable medium of claim 39, having further computer-executable instructions for  
generating a plurality of message components as a function of the fixed portion  
15 and the selected customized version; and  
encoding the plurality of message components as an electronic mail message.

44. The computer-readable medium of claim 43, wherein the plurality of message components comprises at least one of a sender electronic mail address, a  
20 recipient electronic mail address, a subject header, and a message body.

45. The computer-readable medium of claim 44, having further computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list,  
25 determining a plurality of electronic mail addresses constituting the distribution list; and  
generating a distinct electronic mail message for each of the determined electronic mail addresses.

46. The computer-readable medium of claim 44, having further computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list

5 determining a plurality of electronic mail addresses constituting the distribution list; and  
generating an electronic mail message having the plurality of electronic mail addresses associated therewith.

47. The computer-readable medium of claim 43, having further computer-executable instructions for encoding the plurality of message components using a MIME encoding technique.

48. The computer-readable medium of claim 47, having further computer-executable instructions for encoding the plurality of message components by referencing  
15 a MIME OLE library.

49. The computer-readable medium of claim 47, having further computer-executable instructions for:  
generating a plain text version and a rich text version of the customized  
20 document; and  
encoding the plain text and rich text versions in the electronic mail message.

50. The computer-readable medium of claim 40, having further computer-executable instructions for selecting an outbound server for delivering the electronic mail  
25 message according to a round-robin technique.

51. A computer-readable medium having computer-executable instructions for:  
identifying a fixed portion and a variable portion of a customizable World Wide  
30 Web (WWW) page;  
isolating the variable portion of the customizable WWW page;

storing a plurality of customized versions of the variable portion of the customizable WWW page in a directory hierarchy as a function of one or more characteristics of the customized versions;

in response to a request issued by a client, generating the customized WWW page  
5 by combining the fixed portion and the selected at least one of the plurality of customized versions; and  
transmitting the customized WWW page to the client.

52. The computer-readable medium of claim 51, having further computer-  
10 executable instructions for:

extracting a plurality of string literals from the customizable document; and  
storing the string literals as symbols.

53. The computer-readable medium of claim 51, wherein the plurality of  
15 customized versions of the variable portion of the customizable document are stored in a directory hierarchy.

54. The computer-readable medium of claim 53, having further computer-  
executable instructions for  
20 generating a plurality of encoded versions of each customized version, wherein the encoded versions represent DBCS, Unicode, and UTF-8 versions of a customized version; and  
storing the encoded versions in the directory hierarchy.

55. The computer-readable medium of claim 51, having further computer-  
executable instructions for receiving a client request from the client, the client request  
25 including a DNS entry.

56. The computer-readable medium of claim 55, having further computer-  
30 executable instructions for:  
detecting the DNS entry; and

selecting one of the customized versions of the variable portion as a function of the DNS entry.

5 57. A computer-readable medium having computer-executable instructions for:

receiving a message type indicator, a message language indicator, and custom data from a client;

receiving a message template selected as a function of the message type indicator and the message language indicator;

10 generating a plurality of message components by combining the message template with the custom data;

encoding the message components as a customized electronic mail message; and transmitting the customized electronic mail message to the client.

15 58. The computer-readable medium of claim 57, wherein the custom data is received in a UTF-8 format, further comprising converting the custom data to a DBCS format before combining the custom data with the message template.

20 59. The computer-readable medium of claim 57, having further computer-executable instructions for displaying the customized electronic mail message before transmitting the customized electronic mail message to the client.

25 60. The computer-readable medium of claim 57, wherein the plurality of message components comprises at least one of a sender electronic mail address, a recipient electronic mail address, a subject header, and a message body.

30 61. The computer-readable medium of claim 60, having further computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list, determining a plurality of electronic mail addresses constituting the distribution list; and

generating a distinct electronic mail message for each of the determined electronic mail addresses.

62. The computer-readable medium of claim 60, having further computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list,

determining a plurality of electronic mail addresses constituting the distribution list; and

generating an electronic mail message having the plurality of electronic mail addresses associated therewith.

63. The computer-readable medium of claim 57, wherein the plurality of message components are encoded using a MIME encoding technique.

64. The computer-readable medium of claim 57, having further computer-executable instructions for encoding the plurality of message components by referencing a MIME OLE library.

65. The computer-readable medium of claim 57, having further computer-executable instructions for:  
generating a plain text version and a rich text version of a customized document;  
and  
encoding the plain text and rich text versions in the electronic mail message.

66. The computer-readable medium of claim 57, having further computer-executable instructions for selecting an outbound server for delivering the electronic mail message according to a round-robin technique.

67. A computer-readable medium having computer-executable instructions for:  
extracting a localizable portion of a localizable Internet document;



in response to a request issued by a client, selecting at least one of the plurality of customized versions as a function of at least one of a language and a location attributable to the client;

generating the customized Internet document by combining the fixed portion and  
5 the selected at least one of the plurality of customized versions; and  
transmitting the customized Internet document to the client.

72. The computer arrangement of claim 71, wherein the customized document is HTML encoded.

10 73. A computer arrangement configured to execute computer-executable instructions for:

identifying a fixed portion and a variable portion of a customizable document;  
isolating the variable portion of the customizable document;  
15 storing a plurality of customized versions of the variable portion of the customizable document;

in response to a request issued by a client, generating a plurality of message components as a function of the fixed portion and at least one selected customized version;

20 encoding the plurality of message components as the customized electronic mail message; and  
transmitting the customized electronic mail message to the client.

74. The computer arrangement of claim 73, further configured to execute  
25 computer-executable instructions for receiving at least one of a message type indicator, a message language indicator, a recipient electronic mail address, and custom data in a UTF-8 format.

75. The computer arrangement of claim 74, further configured to execute  
30 computer-executable instructions for:  
storing a plurality of fixed portions of a plurality of documents;

selecting one of the plurality of fixed portions as a function of the message type indicator and the message language indicator; and

generating the customized document by combining the selected fixed portion with the selected customized version.

5

76. The computer arrangement of claim 74, further configured to execute computer-executable instructions for converting the custom data into a DBCS format.

10

77. The computer arrangement of claim 73, further configured to execute computer-executable instructions for:

generating a plurality of message components as a function of the fixed portion and the selected customized version; and

encoding the plurality of message components as an electronic mail message.

15

78. The computer arrangement of claim 73, further configured to execute computer-executable instructions for:

generating a plurality of message components as a function of the fixed portion and the selected customized version; and

20

generating an electronic mail message having the plurality of electronic mail addresses associated therewith.

25

79. The computer arrangement of claim 77, wherein the plurality of message components comprises at least one of a sender electronic mail address, a recipient electronic mail address, a subject header, and a message body.

30

80. The computer arrangement of claim 79, further configured to execute computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list,

determining a plurality of electronic mail addresses constituting the distribution list; and



generating a distinct electronic mail message for each of the determined electronic mail addresses.

81. The computer arrangement of claim 78, further configured to execute  
5 computer-executable instructions for encoding the plurality of message components using a MIME encoding technique.

82. The computer arrangement of claim 78, further configured to execute  
10 computer-executable instructions for encoding the plurality of message components by referencing a MIME OLE library.

83. The computer arrangement of claim 81, further configured to execute  
computer-executable instructions for:  
15 generating a plain text version and a rich text version of the customized document; and  
encoding the plain text and rich text versions in the electronic mail message.

84. The computer arrangement of claim 73, further configured to execute  
20 computer-executable instructions for selecting an outbound server for delivering the electronic mail message according to a round-robin technique.

85. A computer arrangement configured to execute computer-executable  
instructions for:  
25 identifying a fixed portion and a variable portion of a customizable World Wide Web (WWW) page;  
isolating the variable portion of the customizable WWW page;  
storing a plurality of customized versions of the variable portion of the customizable WWW page in a directory hierarchy as a function of one or more characteristics of the customized versions;

in response to a request issued by a client, generating the customized WWW page by combining the fixed portion and the selected at least one of the plurality of customized versions; and

transmitting the customized WWW page to the client.

5  
86. The computer arrangement of claim 85, further configured to execute computer-executable instructions for:

extracting a plurality of string literals from the customizable document; and  
storing the string literals as symbols.

10  
87. The computer arrangement of claim 85, wherein the plurality of customized versions of the variable portion of the customizable document are stored in a directory hierarchy.

15  
88. The computer arrangement of claim 87, further configured to execute computer-executable instructions for:

generating a plurality of encoded versions of each customized version, wherein the encoded versions represent DBCS, Unicode, and UTF-8 versions of a customized version; and

20  
storing the encoded versions in the directory hierarchy.

25  
89. The computer arrangement of claim 85, further configured to execute computer-executable instructions for receiving a client request from the client, the client request including a DNS entry.

90. The computer arrangement of claim 89, further configured to execute computer-executable instructions for:

detecting the DNS entry; and

30  
selecting one of the customized versions of the variable portion as a function of the DNS entry.

91. A computer arrangement configured to execute computer-executable instructions for:

receiving a message type indicator, a message language indicator, and custom data from a client;

receiving a message template selected as a function of the message type indicator and the message language indicator;

generating a plurality of message components by combining the message template with the custom data;

encoding the message components as a customized electronic mail message; and

transmitting the customized electronic mail message to the client.

92. The computer arrangement of claim 91, wherein the custom data is received in a UTF-8 format, further comprising converting the custom data to a DBCS format before combining the custom data with the message template.

93. The computer arrangement of claim 91, further configured to execute computer-executable instructions for displaying the customized electronic mail message before transmitting the customized electronic mail message to the client.

94. The computer arrangement of claim 91, wherein the plurality of message components comprises at least one of a sender electronic mail address, a recipient electronic mail address, a subject header, and a message body.

95. The computer arrangement of claim 94, further configured to execute computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list,

determining a plurality of electronic mail addresses constituting the distribution list; and

generating a distinct electronic mail message for each of the determined electronic mail addresses.

96. The computer arrangement of claim 94, further configured to execute computer-executable instructions for, in response to identifying the recipient electronic mail address as a distribution list,

5 determining a plurality of electronic mail addresses constituting the distribution list; and  
generating an electronic mail message having the plurality of electronic mail addresses associated therewith.

97. The computer arrangement of claim 92, wherein the plurality of message  
10 components are encoded using a MIME encoding technique.

98. The computer arrangement of claim 91, further configured to execute computer-executable instructions for encoding the plurality of message components by  
15 referencing a MIME OLE library.

99. The computer arrangement of claim 98, further configured to execute computer-executable instructions for:  
generating a plain text version and a rich text version of a customized document;  
and  
20 encoding the plain text and rich text versions in the electronic mail message.

100. The computer arrangement of claim 91, further configured to execute computer-executable instructions for selecting an outbound server for delivering the electronic mail message according to a round-robin technique.  
25

101. A computer arrangement configured to execute computer-executable instructions for:  
extracting a localizable portion of a localizable Internet document;  
storing localized versions of the localizable portion in a directory hierarchy;  
30 translating each localized version to a plurality of encoded versions; and  
storing the encoded versions in the directory hierarchy.

102. The computer arrangement of claim 101, wherein extracting the localizable portion of the localizable document comprises:

5 extracting a plurality of string literals from the localizable document; and  
storing the string literals as symbols.

103. The computer arrangement of claim 101, wherein the encoded versions represent DBCS, Unicode, and UTF-8 versions of the corresponding localized version.

10 104. A computer arrangement configured to execute computer-executable instructions for:

15 storing a fixed portion of a localizable document and a plurality of localized versions of a variable portion of the localizable document;  
receiving a client request from a client, the client request including a DNS entry;  
detecting the DNS entry; and  
selecting one of the localized versions as a function of the DNS entry;  
generating a localized document by combining the fixed portion with the selected localized version; and  
delivering the localized document to the client.

Add #17